**General information**

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| Course title: | **Strategic Marketing** |
| ISVU[[1]](#footnote-1) course code: | 38302 |
| Studies in which the course is taught: | Master Study of Business Administration, part time study |
| Course Instructor: | Tihana Cegur Radović, Ph. D., Senior Lecturer |
| Course Assistant: | - |
| ECTS credits: | 5 |
| Semester of the course execution: | Third semester |
| Academic year: | 2022/2023 |
| Exam prerequisites: | Fundamentals of Marketing |
| Lectures are given in a foreign language: | English |
| Aims: | The aim of the course is to familiarize with the key theoretical insights in the field of Strategic Marketing and to explain the importance of practical application systems for the development and design of appropriate market strategies for the achievement of long-term sustainable competitive advantage of the company on the market. |

**Course**

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| Course structure | Number of contact hours per week: | Number of contact hours per semester: | Student’s requirements by type of teaching: |
| Lectures: | 2 | 30 | attendance 60% |
| Tutorials: | 2 | 30 | attendance 60% |
| Practical (lab) sessions: |  |  |  |
| Seminars: |  |  |  |
| Field work: |  |  |  |
| Other: |  |  |  |
| TOTAL: | 4 | 60 |  |

**Monitoring of students' work, knowledge evaluation and learning outcomes**

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| Formation of the grade during the implementation of teaching:  (Define from minimum 5 to maximum 10 learning outcomes) | **LEARNING OUTCOMES**  (upon completion of the course the student should be able to:) | **FACTORS AFFECTING THE GRADE** (e.g. term paper, practical work, presentation, ...) | **MAXIMUM NUMBER OF POINTS PER FACTOR** |
| **I1:** Describe the term and concept of Strategic Marketing, the process of Strategic Marketing planning and the structure of Strategic Marketing plan. | Written exam  Oral exam |  |
| **I2:** Conduct a comprehensive strategic analysis of the marketing environment, using all the relevant strategic analysis methods and tools. | Written exam  Oral exam |
| **I3:** Formulate a Marketing Strategy for achieving a long-term sustainable competitive advantage of the company, based on strategic analysis and knowledge of possible development strategies. | Written exam  Oral exam |
| **I4:** Review the strategic partnerships that may be needed to achieve the strategic goals of the company. | Written exam  Oral exam |
| **I5:** Evaluate the implementation of the Marketing Strategy. | Written exam  Oral exam |
| **I6:** Prepare a Strategic Marketing plan for your chosen business area. | Written exam  Oral exam |
| **I 7:** |  |
| **I 8:** |  |
| **I 9:** |  |
| **I 10:** |  |
| Alternative formation of the grade  ( I 1 – I 10) | **or alternative formation of the grade: I 1 – I 10** | | TOTAL: 100 points |
| Students' competencies |  | | |

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| Prerequisites for course approval (lecturer’s signature): |  |
| Prerequisites for taking exams: |  |
| Grading scale: | (According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5) 90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F)  Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade. |

**ECTS structure**

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| ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account: | | | | | |
| **Attendance (active participation)** | **Term paper** | **Composition** | **Presentation** | **Continuous assessment and evaluation** | **Practical work** |
|  |  |  |  |  |  |
| **Independent work** | **Project** | **Written exam** | **Oral exam** | **Other** | |
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**Review of topics/units per week associated with learning outcomes**

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| --- | --- | --- |
| Week | Lectures topics/units and learning outcomes: | Tutorials topics/units and learning outcomes: |
| 1. | Strategic Marketing and Sustainable competitive advantage | Strategic Marketing and Sustainable competitive advantage |
| 2. | Strategic Planning and Strategic marketing plan | Strategic planning and Strategic marketing plan |
| 3. | Strategic Analysis | Strategic Analysis |
| 4. | Strategic Analysis methods and tools | Strategic Analysis methods and tools |
| 5. | Marketing Strategy Formulation | Marketing Strategy Formulation |
| 6. | Marketing Strategies Selection | Marketing Strategies Selection |
| 7. | Marketing Strategies Selection | Marketing Strategies Selection |
| 8. | The Strategic Marketing Plan | The Strategic Marketing Plan |
| 9. | The Strategic Marketing Plan | The Strategic Marketing Plan |
| 10. | Strategic Brand Management | Strategic Brand Management |
| 11. | Strategic Brand Management | Strategic Brand Management |
| 12. | Customer Relationship Management | Customer Relationship Management |
| 13. | Marketing Ethic and Strategic Marketing Decision Making | Marketing Ethic and Strategic Marketing Decision Making |
| 14. | Alliances and Business Merging | Alliances and Business Merging |
| 15. | Strategic Implementation and Control | Strategic Implementation and Control |

**References**

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| REFERENCES (compulsory/additional): |
| 1. Drummond, G., Ensor, J., Ashford, R.: Strategic Marketing Planning and Control, 3rd Edition, Elsevier, USA, 2008. 2. McDonald, M.: Marketing Plans, 6th Edition, USA, 2007. |

**Exams for the academic year: 2022./2023.**

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| Exam dates: | According to the schedule of exams for academic year 2022/2023 |

**Contact information**

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| 1. Course Instructor/Lecturer: | Tihana Cegur Radović, Ph.D., Senior Lecturer |
| e-mail: | tcradovic@vuka.hr |
| Office hours / Consultations: |  |
| 2. Course Instructor/Lecturer: |  |
| e-mail: |  |
| Office hours / Consultations: |  |

1. ISVU – Information System of Higher Education Institutions in Croatia [↑](#footnote-ref-1)